



सत्यमेव जयते



**13-19 September '24**

# **Swabhav Swachhata - Sanskaar Swachhata Bulletin**

**Swachhata Hi Seva 2024**



सत्यमेव जयते

19 September 2024



# Overall Snapshot

Cleanliness Target  
Units

**5,00,570**

Cleanliness target  
units (CTUs)  
identified

Swachhata Mein Jan  
Bhaagidari

**8,21,569**

Total events

SafaiMitra Suraksha  
Shivirs

**94,453**

SafaiMitra Suraksha  
Shivirs planned

**81,393**

CTUs transformed

**18,493**

Ek Ped Maa Ke Naam  
events organized

**13,192**

SafaiMitra Suraksha  
Shivirs organized

**34,82,404**

Volunteers  
participate in CTU  
work

**4,894**

Swachh Bharat Cultural  
Fests organized

**1,58,271**

SafaiMitras  
benefitted

# Swachhata Hi Seva 2024

## Curtain Raiser Event

13/09/24



Curtain raiser of SHS 2024 (Swachav Swachhata Sanskar Swachhata) was launched by Shri Manohar Lal, Honorable Union Minister, Ministry of Housing & Urban Affairs and Power, Shri C R Patil, Honorable Union Minister, Ministry of Jal Shakti, Shri Tokhan Sahu, Honorable Minister of State, Ministry of Housing & Urban Affairs on 13 September.



# National Launch of Swachhata Hi Seva 2024

17/09/24



Honourable Vice President Shri Jagdeep Dhankar rolled out SHS 2024 on 17 September in Jhunjhunu, Rajasthan in the presence of Union Minister of Housing and Urban Affairs Shri M.L. Khattar, Minister, Social Justice & Empowerment, Rajasthan, Shri Avinash Gehlot and other dignitaries.

Hon'ble Vice President invites:

- SafaiMitra Tarun Dawre and family to visit him in New Delhi, offers daughter Purva Dawre a week-long internship.
- Smt. Neeru Yadav, Sarpanch Lambi Ahir village to be his guest in parliament





# President Felicitates SafaiMitras

19/09/24



Honorable President Smt. Draupadi Murmu felicitates SafaiMitras in Ujjain on 19 September. She also highlighted the pivotal role they play in the Swachh Bharat Mission.





# Union Ministers, Chief Ministers and Governors Leading Swachhata Hi Seva 2024



**SHRI NITIN GADKARI**  
Ministry of Road Transport & Highways



**SHRI S JAISHANKAR**  
Ministry of External Affairs



**SHRI PIYUSH GOYAL**  
Ministry of Commerce & Industry



**SHRI BHUPINDER YADAV**  
Ministry of Environment, Forest  
& Climate Change



**SHRI SUKANTA MAJUMDAR**  
Ministry of Education



**SHRI SURESH GOPI**  
MoS, Ministry of Petroleum  
& Natural Gas



**SHRI GIRIRAJ SINGH**  
Ministry of Textiles



**SHRI TOKHAN SAHU**  
MoS, Ministry of Housing & Urban Affairs



**SHRI MANOHAR LAL**  
Ministry of Housing & Urban Affairs



# Union Ministers, Chief Ministers and Governors Leading Swachhata Hi Seva 2024



**SHRI SNIAWBHA DHAR**  
Deputy Chief Minister of  
Meghalaya



**SHRI PUSHKAR SINGH DHAMI**  
Chief minister of Uttarakhand



**SHRI MANIK SAHA**  
Chief minister of Tripura



**SHRI BHAJAN LAL SHARMA**  
Chief Minister of Rajasthan



**SHRI N. RANGASWAMY**  
Chief minister of Puducherry



**SHRI VISHNU DEO SAIV**  
Chief Minister of Chhattisgarh



**SHRI MOHAN YADAV**  
Chief Minister of Madhya Pradesh



**SHRI BHUPENDRABHAI PATEL**  
Chief Minister of Gujarat



**SHRI PRAMOD SAWANT**  
Chief Minister of Goa



**SHRI YOGI ADITYANATH**  
Chief Minister of Uttar Pradesh



**SHRI N. BIREN SINGH**  
Chief Minister of Manipur



**SHRI PEMA KHANDU**  
Chief minister of  
Arunachal pradesh



# Key Highlights from Central Ministries Swachhata Hi Seva 2024

**Ministry of Ayush** @moayush · Follow

Swachhata is not just a duty—it's a way of life. Let's come together to clean our surroundings and create a healthier, greener India.

#SwachhataHiSeva2024  
 @PMOIndia  
 @SwachhBharatGov  
 @MoHUA\_India  
 @mprataprao  
 @secymoayush  
 @PIB\_India  
 @PIBAYUSH  
 @mygovindia



**MP MyGov** @MP\_MyGov · Follow

Pen Your Thoughts for Swachh Bharat! ✍️

Express your ideas on cleanliness and hygiene through poetry. Participate in the Swachh Bharat Poem Writing Competition and inspire others with your words.

Visit: [mygov.in/task/poem-writ...](https://mygov.in/task/poem-writ...)

#SHS2024 #SwabhavSwachhata @SwachhBharatGov... Show more



**India at UNESCO** @IndiaatUNESCO · Follow

H.E. Mr. Vishal V. Sharma, Amb/PR of India to UNESCO, administered the #SwachhataPledge to PDI, Paris officials to kickstart the #SwachhataHiSeva2024 on 18.9.2024.

#SHS2024 #SwabhavSwachhata #SamskaarSwachhata @SwachhBharatGov @SwachhBharat @MoHUA\_India @MoJSDDWS @MEAIndia



**North Eastern Railway** @nerailwaygkp · Follow

स्वच्छता पखवाड़ा-2024 के अंतर्गत अपर मुख्य चिकित्सा अधीक्षक, गौड़ा ने जन जागरण अभियान चलाकर स्वच्छता शपथ दिलाते हुए आम जनमानस को स्वच्छता के प्रति जागरूक किया।

#SHS2024 #SwachhataHiSeva2024  
 #SwabhavSwachhata #SamskaarSwachhata @SwachhBharatGov @SwachhBharat @MoHUA\_India @MoJSDDWS



**Coal India Limited** @CoalIndiaHQ · Follow

स्वभाव स्वच्छता, संस्कार स्वच्छता

#CoalIndia #SHS2024 #SwachhataHiSeva2024 #SwabhavSwachhata #SamskaarSwachhata #SpecialCampaign4

@kishanreddybjp | @satishdubeyy | @CoalMinistry | @KishanReddyOfc | @PIB\_Coal | @MoHUA\_India | @jaljevan\_ | @SwachhBharatGov | @swachhbharat |... Show more



**Metro Railway Kolkata** @metrorailwaykol · Follow

#Metro officers, staff, sportspersons, #RPF personnel participating in #Walkathon to spread the message of #Swachhata today.

'#SwachhataHiSeva'. #SHS2024 #SwachhataHiSeva2024 #SwabhavSwachhata #SamskaarSwachhata @SwachhBharatGov @SwachhBharat @MoHUA\_India @MoJSDDWS

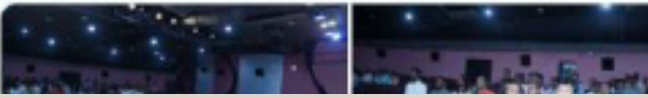


**IIT Bombay** @iitbombay · Follow

Employees of IITB came together on Sept 18, 2024 to undertake the "Swachhata Pledge" as part of 'Swachhata Hi Seva (SHS)' Pakhwada.

@SwachhBharatGov @SwachhBharat @MoHUA\_India @MoJSDDWS @EduMinOfIndia

#SHS2024 #SwabhavSwachhata #SamskaarSwachhata #SwachhataHiSeva2024



**MPEDA** · Sep 19, 2024 @MPEDACochin · Follow

Replying to @MPEDACochin

Regional Division Kochi started its activities by cleaning and tidying the walkway near Panampilly Nagar. At the same time, fumigation was carried out in the MPEDA Head Office and surrounding to prevent and control mosquito-borne diseases.



**Digital India** @DigitalIndia · Follow

The Special Campaign 3.0 for Disposal of Pending Matters (SCDPM) and Swachhata Drive are in full swing in Electronics Niketan, @GoI\_Meity. Take a look!

#SHS2024 #SwachhataHiSeva2024 #SwabhavSwachhata #SamskaarSwachhata #SpecialCampaign4 @SwachhBharatGov @SwachhBharat... Show more





# Meeting with Central Public Sector Units

## 18/09/24



Hon'ble Minister of Housing and Urban Affairs, M.L. Khattar chaired a meeting with 35 Central Public Sector Units (CPSUs) to discuss SHS-2024, and fostering partnerships for its success.



# TOP STORIES OF THE DAY

1



**Madhya Pradesh CM Mohan Yadav inaugurates 'Swachhata Pakhwada 2024'; announces incentives for SafaiMitras**

2



**Pledging to become one of the cleanest States in the country, Meghalaya, under the leadership of Deputy CM Sniawbha Dhar, launched the Swachhata Hi Seva 2024 campaign**

3



**Dr. Pramod Sawant, CM, Goa, announced a competition encouraging all 12 talukas to participate in a “Clean and Neat Taluka” challenge**

4



**Walkathon flagged off by the Chief Minister to celebrate the state-wide rollout of the Swachhata Hi Seva Campaign in Arunachal Pradesh**

5



**Gujarat Chief Minister Bhupendra Patel has launched the SHS 2024' campaign by rewarding the five best-performing sanitary workers with Rs 10,000 cheques and ration kits.**



# TOP STORIES OF THE DAY

6



Amitabh Bacchhan shows his support for the Swachhata Hi Seva campaign through an inspiring video message on cleanliness

7



Bollywood actors Ayushmann Khurrana and Amruta Fadnavis bring Swachhata Abhiyan to Maharashtra's shores

8



'Sulabh Swachhata Parvaton ki Aur' in collaboration with the Indian Mountaineering Foundation launched SHS 2024 across 260 locations pan India

9



ITC organizes mass cleanliness drives in 11 locations across Uttar Pradesh in collaboration with respective ULBs

10



The HCL Foundation participates in the SHS-24 campaign by organizing healthcare camps for sanitation workers, swachhata mein jan bhagidari activities in multiple locations in Hardoi, UP



# Press Coverage

## Two lakh places identified across India to carry out cleanliness drive: Govt

Under the 'Swachhata Ki Seva Campaign', this year's theme is 'Swabhav Swachhata Sanskaar Swachhata (4S)' jointly spearheaded by Ministry of Housing and Urban Affairs (MoHUA) in collaboration with the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti, Union Minister of Housing and Urban Affairs Manohar Lal Khattar told media.

**Ajith Athrady**  
Last Updated : 13 September 2024, 21:41 IST

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Under the 'Whole of Government' approach, the campaign will also see participation from all States, UTs, Chief Ministers, Central Ministers, local bodies and State Field Units (SFLUs), Members of Parliament

Publication - Punjab Times  
Edition - Chandigarh  
Date - 18/09/2024

## Ministry of Ayush to Make a Difference with 'Swachhata Hi Seva' Campaign 416 Swachhata Activities identified Across the Nation under SHS 2024 Campaign

PT News  
New Delhi, September 17

Ministry of Ayush and MoS for Health and Family Welfare, Shri Prataprao Jadhav stated "Today, as we embark on the 'Swachhata Hi Seva', I am proud to reaffirm the Ministry of Ayush's commitment to the Swachh Bharat Mission and to the values of cleanliness, health, and well-being for all citizens. Our campaign, themed Swabhav Swachhata, Sanskar Swachhata, reflects our deep belief that cleanliness is not just an external practice, but a reflection of inner discipline and cultural

Ranking Cities In Swachhata Ranking To Now Compete In New Category 'Golden Cities Club'

## Ranking cities in Swachhata ranking to now compete in new category 'Golden Cities Club'

13, 2024, 23:22 IST

Indore and other consistently top-ranked cities such as Surat and Navi Mumbai will be placed in a new 'Golden Cities Club' category, separate from the annual Swachhata ranking. This initiative aims to encourage other cities to improve their cleanliness...



Manohar Lal Khattar (File photo)

NEW DELHI: After getting the cleanest city tag seven consecutive times and some other traditionally high performing cities such as Surat and Mumbai, won't be allowed to compete with other cities in the annual Swachhata (cleanliness) ranking. Such cities will be put in a new category named "Golden Cities Club" and they will have a separate competition among themselves. Union housing and urban affairs minister Manohar Lal Khattar said on

## Statewide 'Swachhata Hi Seva' campaign launched in Mizoram



Dr. Andrew H. Varialdika provided a detailed report on the progress of the Swachhata Hi Seva campaign since its inception in 2017, as well as the roadmap for 2024. Er. H. Duhkima administered the Swachhata Shapath (Cleanliness Oath) to the attendees. Following the opening ceremony, a Cleanliness Shramdaan (Cleanliness Workshop) was conducted, during which participants were divided into three groups.

Recalling his 2010 visit to Singapore, he shared how strict anti-littering laws, such as heavy fines for offences like throwing cigarette butts, have helped maintain cleanliness in countries like Singapore. He urged individuals, organisations, and departments to adopt similar measures to ensure that cleanliness becomes a year-round habit rather than a one-off event.

## Swachhata Hi Seva: citizen's role in keeping city clean emphasised in Vijayawada

Published - September 17, 2024 08:39 pm  
IST - VIJAYAWADA

VMC Commissioner Dhyanaachandra thanks people of Vijayawada for their cooperation in getting the city 3rd, 5th, and 6th ranks in the Swachh Bharat rankings; urges everyone to participate in the cleanliness drive which will be held till October 2

NELLORE SRAVANI  
The Hindu, 17 Sep



## SSB conducts Swachhata Hi Seva pledge-taking ceremony and plantation drive

GANGTOK, 18 SEPT [IPR]: Sashastra Seema Bal (SSB), Gangtok, organized two significant events on September 17, 2024 - a pledge-taking ceremony for the "Swachhata Hi Seva" cam-





## Sikkim CM Launches State-Level Swachhata Hi Sewa Campaign 2024 with a call of making Swachhata part of life

**Gangtok, September 18 (IPR):** In a significant step towards promoting cleanliness and environmental sustainability, Chief Minister Prem Singh Tamang officially launched the State-Level Swachhata Hi Sewa Campaign 2024 with the theme "Swabhav Swachhata — Sanskar Swachhata" at Chintan Bhawan on Tuesday.

Organised by the Swachh Bharat Mission (Grameen), Rural Development Department (RDD) and Swachh Bharat Mission (Urban), Urban Development Department,



the programme had the presence of Cabinet Ministers, Lok Sabha MP, Advisors, MLAs, Zilla Adhyakshas, Zilla Panchayats, Mayor and Deputy Mayor (GMC), Councillors, Chief Secretary, Director General of Police, Additional Chief Secretary,

Head of Departments, District Collectors, ADC (Development), BDOs, MEOs, ULBs, dignitaries, officers and staff of UDD and RDD.

At the onset of the event, the Chief Minister administered the Swachhata Hi Sewa pledge, officially launching the Swachhata Hi

Seva 2024 campaign. Addressing the event, the Chief Minister extended warm wishes for Viswakarma Puja and Indrajatra to the people of Sikkim, particularly acknowledging the hardworking 'Chalak' brothers. Conveying birthday greetings to the Prime Minister Narendra

Modi on behalf of the people of Sikkim, he congratulated him on the successful 10-year milestone of the Swachh Bharat Abhiyan vision and mission, commending its evolution into a global movement. Sikkim's active engagement in the annual Swachhata Hi Seva campaign was emphasised, with a call for widespread citizen participation to promote cleanliness and instill a sense of responsibility for sanitation.

Addressing the permanent nature of

Contd. on pg. 2

Publication - Hindustan  
Edition - New Delhi  
Date - 18/09/2024

## लोगों की मानसिकता में बदलाव आया : धनखड़

जयपुर, एजेसी। उपराष्ट्रपति जगदीप धनखड़ ने मंगलवार को कहा कि स्वच्छ भारत मिशन, महिला सशक्तीकरण एवं आजीविका सृजन का शक्तिशाली साधन है। स्वच्छता अभियान से सफाई के प्रति लोगों की

प्रधानमंत्री की पहल से लोगों की मानसिकता में क्रांतिकारी और व्यापक परिवर्तन आया है। स्वच्छता के प्रति उनकी दृष्टि बदली है। स्वच्छ भारत अभियान से रोजगार सृजन पर जोर देते हुए उन्होंने कहा कि देश में इस समय

## रेलवे : स्वच्छता के प्रति यात्रियों को किया जागरूक

स्वच्छता ही सेवा अभियान : सफाई मित्र सुरक्षा शिविर का आयोजन

नवज्योति/जोधपुर। जोधपुर रेल मंडल 17 सितंबर से 2 अक्टूबर तक मनाए

प्रतिष्ठानों में स्वच्छता विषय पर सेमिनार आदि का प्रचार कर स्वच्छता के प्रति लोगों को जागृत किया जा रहा है। इस अभियान के अंतर्गत बुधवार को सफाई मित्र सुरक्षा शिविरों का आयोजन किया गया, जिसके अंतर्गत रेलवे स्टेशनों,



डीजल शोड भगत की कोठी तथा रेल इकाइयों में सफाई कर्मचारियों के लिए स्वास्थ्य जांच शिविर लगाए गए। मंडल रेल प्रबंधक

## NHIDCL-Geyzing launches Swachhata Hi Seva campaign



SE Report

**GANGTOK, September 18:** The National Highways and Infrastructure Development Corporation Limited's Geyzing office launched Swachhata Hi Seva campaign on September 14 with a pledge-taking ceremony.

On the occasion, Sadanand Pandey, general manager, NHIDCL, Geyzing, highlighted the importance of cleanliness to the employees

and officers. He stated that if the office staff and officers remain healthy, their work efficiency will improve.

During the campaign which will continue till October 2, the NHIDCL will be organising various activities including a tree plantation along NH-510 under 'Ek Ped Maa ke Naam' initiative, cleanliness drive along NH-510 where new construction has taken place, bus stops, tunnels and traffic terminals, awareness

about cleanliness among school children, marathon, essay writing, painting and quiz competitions for school children and health camp for sanitation workers.

As part of the campaign, 22 viewpoints constructed by the NHIDCL will also be cleaned and maintained, and participants will be encouraged to take selfies at these locations and send them to the Tourism ministry, the release mentions.

Publication - Capital Information  
Edition - Hyderabad  
Date - 18/09/2024

Publication - Press Media  
Edition - Hyderabad  
Date - 18/09/2024

Capital Information

Swachh Bharat Mission poised to enter its next decade





# स्वच्छ भारत मिशन: उपभोग कम करें, वस्तुओं का फिर से उपयोग करें और पुनर्चक्रण का मंत्र याद रखें

## स्वच्छता ही सेवा, सामूहिक प्रयास महत्वपूर्ण



**अश्विनी राउत**  
स्वच्छ भारत मिशन के पूर्व महानिदेशक  
@patrika.com

हम जो कचरा पर्यावरण में फेंकते हैं, वह एक जैसा नहीं है। इसमें सब्जियों के साधारण छिलकों से लेकर सैनिटरी पैड जैसे जहरीले अपशिष्ट और मेडिकल व इलेक्ट्रॉनिक कचरा भी होता है। इसका निस्तारण विशेष तरह से करने की जरूरत है।

प्रदूषण में भी कमी आई है। स्वच्छ भारत मिशन ने 120 मिलियन लोगों को देखभाल निगमित उपयोग बढ़ी चुनौती होगी। हमारे क साईं छह लाख सार्वजनिक शौचालयों पर सज रखनी होगी, अन्यथा ये बेकार होकर पड़ेंगे। मिशन का मुख्य फोकस टोयस और तरल जल पर केंद्रित हो गया है। भारत में इन सालों में प्लास्टिक कचरा बढ़ी चुनौती है। अपशिष्ट और तकनीक आधारित साधारणक उपयोग में है, जिसमें स्टार्टअप आगे बढ़ रहे हैं। अविश्व होना अब तेजी से एक वास्तविकता बनना है। हम जो कचरा हमारे पर्यावरण में फेंकते जैसा नहीं है। इसमें सब्जियों के साधारण छि डायर, सैनिटरी पैड जैसे जहरीले अपशिष्ट व इलेक्ट्रॉनिक कचरा शामिल होता है। इस विशेष तरह से करने की जरूरत होती है। एक कचरा पैदा हो रहा है, वही इसका पुनर्चक्रण जाता है। हरा-नीला के विचार को धरेनु आ अपनाने की जरूरत है। उपभोग कम करें, व से उपयोग करें और पुनर्चक्रण का मंत्र याद में अपनाने की जरूरत है। प्रत्येक वर्ग का आह्वान सभी भारतीयों को याद दिलाना का कार्य प्रगति पर है। लोगों को ऊर्जा और सफलता का मूल मंत्र है।

भारत में 2014 में 600 मिलियन लोग खुले में शौच करते थे। शुरुआत में इस प्रवृत्ति को समाप्त करना चुनौतीपूर्ण काम लगता था। शौचालयों की उतनी मांग नहीं थी जितनी घर या बिजली या पानी की थी। इस कार्य की तीन चुनौतियां थीं- मांग पैदा करना, घरेलू शौचालय उपलब्ध करना और यह सुनिश्चित करना कि जिस सम्पत्ति का निर्माण किया गया है, उसका उपयोग स्याई रूप से होता रहे। यह एक आश्चर्यजनक सफलता थी कि जब देश के सभी राज्यों और केंद्र शासित प्रदेशों ने पांच साल में मिशन के कार्यान्वयन के बाद 2 अक्टूबर 2019 को खुद को खुले में शौच से मुक्त (ओडीएफ) घोषित कर दिया। यह लक्ष्य संपूर्ण राष्ट्र के सतत विकास लक्ष्य द्वारा निर्धारित 2030 की समय सीमा से बहुत पहले हासिल कर लिया गया था। इस मिशन की सफलता के पीछे राजनीतिक नेतृत्व की इच्छाशक्ति एक बहुत बड़ा कारण थी। मिशन इसलिए भी सफल हुआ क्योंकि इसने स्वच्छता के विचार को सभी

क्षेत्रों और वर्गों के बीच मुद्दाधार में ला दिया। अब गाड़ी रेलवे हो या पेट्रोल पम्प, स्कूल, फैक्ट्री, कार्यालय, मंदिर प्रत्यास, सरकार हो या गैर सरकारी संगठन, कारपोरेट हो मीडिया, यह सभी का एजेंडा बन गया। यदि स्वच्छता को सेवा का नाम दिया जाए तो कोई अतिशयोक्ति नहीं है, क्योंकि इसके जरिए मिलने वाले उस स्वास्थ्य और खुशहाली के बारे में सोचें जो यह सामान्य भारतीय परिवारों को प्रदान करती है, विशेषकर उन गरीब परिवारों को जो हमेशा यदागि में रहने का खर्चियाजा भुगत रहे हैं। विश्व स्वास्थ्य संगठन के एक अध्ययन के अनुसार, स्वच्छ भारत मिशन के पहले पांच वर्ष में 3 लाख से अधिक बच्चों की जान बचने का अनुमान है। यह भारत की शौचालय क्रांति का परिणाम है, जिसका बाहरी एजेंसियों द्वारा मूल्यांकन किया गया है। ओडीएफ गांवों में रहने वाले परिवार स्वास्थ्य सातत पर एक वर्ष में औसतन 50,000 रुपए बचा लेते हैं। ओडीएफ क्षेत्रों में भूजल के

Publication - The People's Chronicle  
Edition - Imphal  
Date - 18/09/2024

## CM launches Swachhata Hi Seva - 2024

CHRONICLE NEWS SERVICE



IMPHAL: Organised with an aim to reignite the spirit of collective action and citizen participation in cleanliness efforts across India, the Swachhata Hi Seva - 2024 which will be carried on till October 2 has been launched by chief minister N Biren during a function held at Cabinet Hall of the chief minister's secretariat, on Tuesday.

People as chief guest at the function organised by department of Municipal Administration, Housing and Urban Development (MAHUD), chief minister Biren announced that Kendriya Police Kalyan Bhandars (security canteens) established across the state will offer essential commodities at low rates to the public in addition to the existing 21 Bhandars, 16 new ones will be opened, increasing accessibility to affordable goods. This initiative is expected to alleviate the financial burden on the public when purchasing essentials. The chief minister also expressed his appreciation for Prime Minister Narendra Modi and Union Home Minister Amit Shah for their role in launching this initiative.

PEOPLE NOW CAN AVAIL ESSENTIAL COMMODITIES FROM SECURITY CANTEENS AT LOW PRICE - CM BIREN

He further explained that the inspiration for the campaign stems from the people's desire to live with dignity in a clean and robust India, including Manipur. He expressed optimism that organising the Swachh Bharat Campaign annually, driven by the renewed hope and ambition of the people, would contribute

to nation and the state's growth and development. The chief minister also elaborated on Swachhata Hi Seva 2024, which encompasses five key categories: Cleanliness Target Units, also known as Black Spots; Public Participation Awareness and Advocacy (Swachhata Mein Jan Bhagidari); Preventive Health Checkups and Social Security Coverage (Safai Mitra Suraksha Shivirs); and Mass Scale Cleanliness Drive including Voluntary Contributions (Shramdhaan) and Swachh Bharat Diwas 2024.

Publication - Punjab Times  
Edition - Chandigarh  
Date - 18/09/2024

## CM launches Swachhata Hi Seva - 2024

FROM PAGE-1

He explained that Cleanliness Target Units would involve identifying sites in need of regular cleaning and setting goals to address these areas. He emphasised that the campaign's success relies heavily on public participation, highlighting the crucial role of every citizen in Swachhata Hi Seva 2024. Additionally, the campaign aims to offer frontline cleanliness workers proper medical and financial support, including free health checkups and PPE kits.

ness drive, viewing it as a collective responsibility to ensure our country and state are clean.

The chief minister, reflecting on Manipur's long history of civilization spanning over 2000 years, remarked that comparing ourselves to those who lack such a history is not appropriate. He expressed deep regret over the current state of our society, highlighting that the ongoing crisis is causing us to regress. This crisis affects not only the state government but also the public at large.

Earlier, delivering the welcome address, MAHUD commissioner M Joy noted that Swachhata Hi Seva 2024 has been launched across all states and union territories of India, including Manipur. He reminded the audience that the Swachh Bharat Mission Urban and Swachh Bharat Mission Gramin were both initiated in 2014 under the leadership of Prime Minister Narendra Modi. The theme for Swachhata Hi Seva 2024 is "Swabhav Swachhata, Sanskara Swachhata," which translates to "Cleanliness is Nature, Cleanliness is Culture".

N Biren emphasised the need for everyone to put aside their differences and join in the cleanli-

M Joy further emphasised that achieving the vision of cleanliness requires collective and voluntary support from all community members. He added that the campaign would address both valley and hill districts of the state.

The event was also attended by ministers, MPs, MLAs, administrative secretaries and officials of MAHUD department, among others.

## Union Minister for Road Transport & Highways Shri Nitin Gadkari launches nationwide plantation drive under 'Swachhata Hi Seva' Campaign 2024

PT News  
Delhi, September 17  
Special  
Union Minister for Road Transport and Highways Shri Nitin Gadkari launched a nationwide plantation drive under the 'Swachhata Hi Seva' Campaign 2024 today in the presence of Minister of Road Transport and Highways and Corporate Affairs, Shri Harsh Malhotra and former MoS Shri V. K. Singh. The nationwide plantation drive is to commemorate 'Ek Ped Maas Ke Naam' initiative launched by Prime Minister Shri Narendra Modi



government's efforts to promote a clean and green India under the Swachh Bharat Mission, to commemorate the 10th Anniversary of its launch in 2014. Shri Nitin Gadkari and Shri Harsh Malhotra planted trees at the Dubai interchange of the Eastern Peripheral Expressway in Ghaziabad, Uttar Pradesh. Shri Nitin Gadkari administered the Swachhata pledge to all the officials and participants on this occasion. Speaking on the occasion, Shri Nitin Gadkari highlighted that the government has implemented various initiatives to combat pollution.

ability to lower pollution levels to ensure a healthier and better life for everyone. Union Minister also visited the two locations of bamboo and dense plantations along the Dubai interchange and appreciated the 100 per cent survival rate of plants that were planted last year at these locations. Shri Anurag Jain, Secretary MoRTH and Shri Sartosh Kumar Yadav, NHAI Chairman also planted saplings on the occasion. In addition, around 1000 trees were planted by officials of MoRTH, NHAI and NHEDCL at the programme site. Spreading the message of environment sustainability through the 'Bamboo Crash Barriers' have been successfully installed in about 10 km long stretches along different National Highways. More than 30,000 people participated in the nationwide plantation drive under Ek Ped Maas Ke Naam abhiyan to mark the beginning of this year's Swachhata Pakhwada. Keeping its commitment to create a sustainable National Highway network, NHAI has planted around 4 crore trees and transplanted around 70,000 trees along the National Highways since implementation of the Green Highways (Plantation, Transplantation, Beautification and Maintenance), Policy 2015.

Publication - Rashtriya Sahara  
Edition - New Delhi  
Date - 18/09/2024

Publication - Eastern Mirror  
Edition - Kohima  
Date - 18/09/2024

## 'स्वच्छता ही सेवा' पखवाड़ा के तहत नगर निगम ने किया 'प्लॉग रन' का आयोजन

गाजियाबाद (एसएनबी)। 'स्वच्छता ही सेवा' पखवाड़ा के तहत नगर निगम ने 'प्लॉग रन' कार्यक्रम का आयोजन किया। कार्यक्रम में हजारों युवाओं ने प्रतिभाग किया। सांसद अतुल गर्ग व महापौर सुनीता दयाल ने इस मौके पर सफाई मित्रों को प्रशस्ति पत्र देकर सम्मानित किया। कार्यक्रम में आए लोगों को स्वच्छता की शपथ दिलाई गई। प्लॉग रन के क्रम में हिंडन घाट के समीप सफाई भी की गई। नगरायुक्त विक्रमादित्य सिंह मलिक व सीडीओ अभिनव गोपाल भी इस मौके

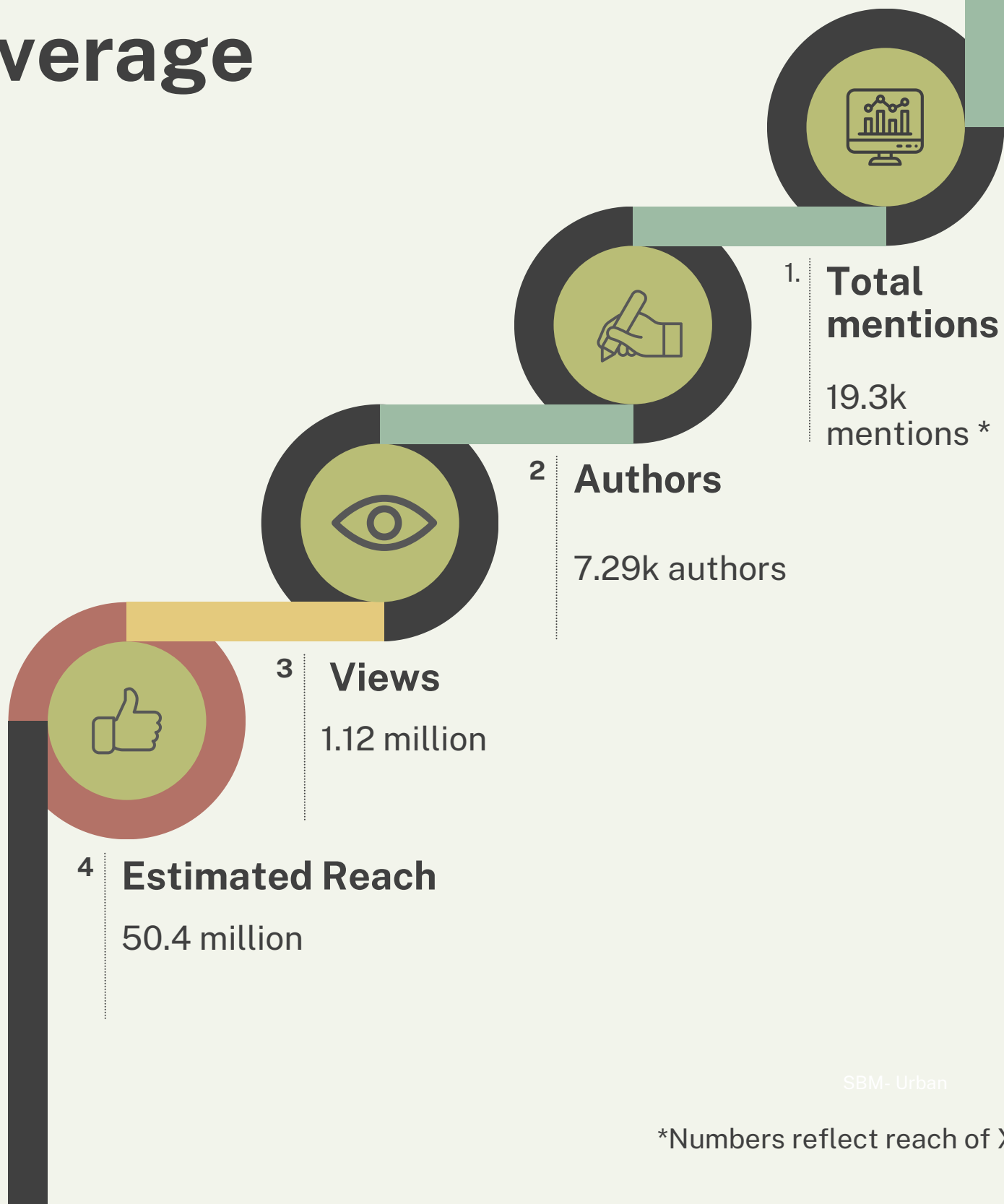
पौधरोपण के लिए जागरूक किया। कार्यक्रम में आरडब्ल्यूए पदाधिकारियों, व्यापारी वर्ग, शिक्षा संस्थान व कई सामाजिक संस्थाओं ने हिस्सा लिया। उधर, नेहरू युवा केंद्र ने भी स्वच्छता पखवाड़ा के अंतर्गत स्वच्छता ही सेवा कार्यक्रम के तरह महामाया स्टेडियम में एक संगोष्ठी का आयोजन किया। कार्यक्रम का उद्घाटन उप क्रीड़ा अधिकारी कुमारी पूनम बिश्नोई ने किया। नेहरू युवा केंद्र के रिटायर्ड उपनिदेशक राजेश जादौन व महिला उन्नति संस्थान की

## Nagaland launches Swachhata Hi Seva 2024 campaign





# Social Media Coverage



SBM- Urban

\*Numbers reflect reach of X platform